

Policy governing domain registration requests

DB AG

Brand Management, CD/CI and Sponsor-
ing (GNM 11)

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1 Introduction

Domain management at DB is aligned with brand strategy. This serves to strengthen the appearance of the DB brands in the digital sphere and to improve customer orientation.

For this purpose, all tasks related to domain management are controlled centrally - this includes registering, acquiring and terminating domains.

This document lays out the provisions governing this area, which are binding for the entire DB Group (with the exception of Arriva).

1.1 Persons to contact

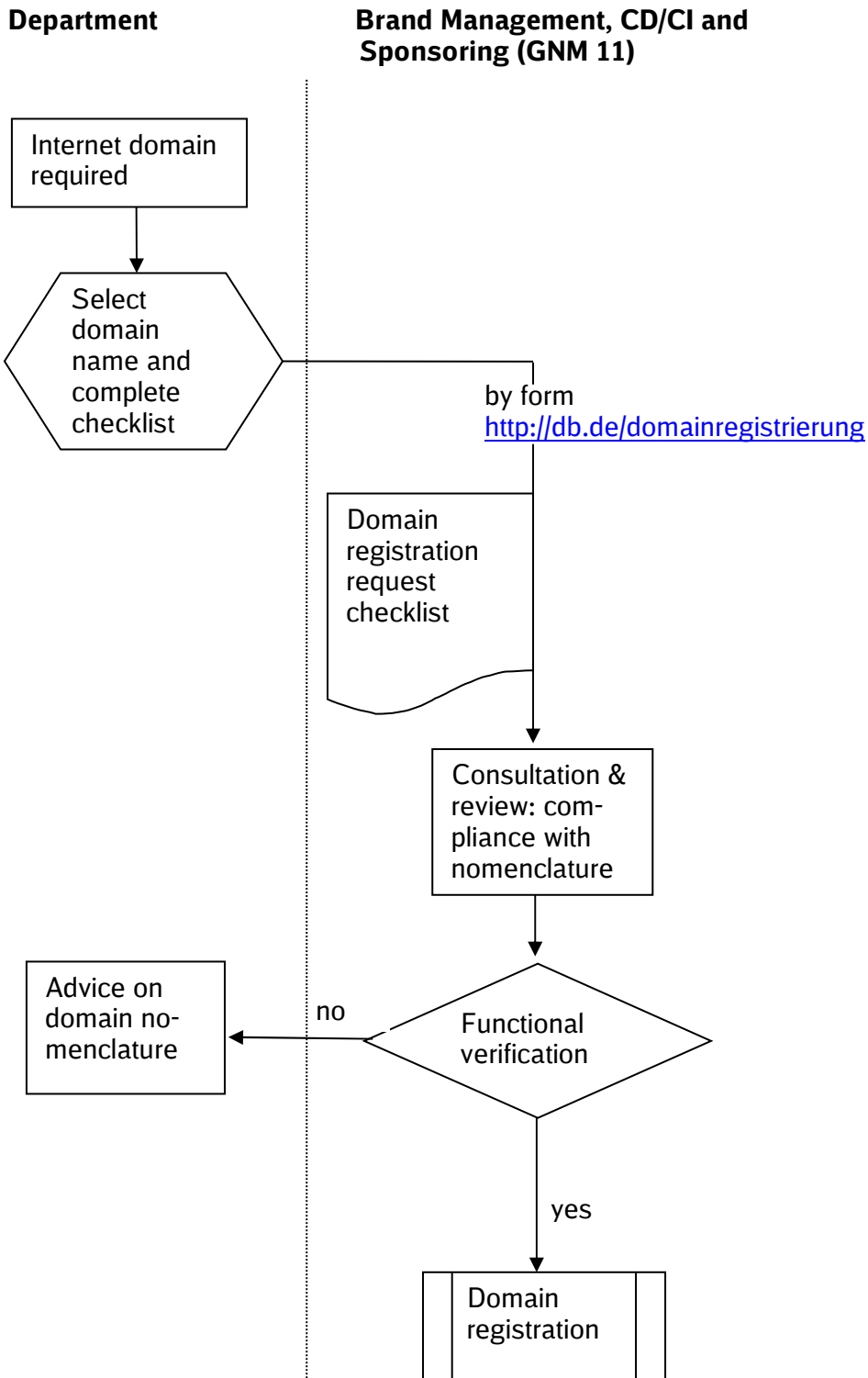
Should you have any questions regarding domain and brand strategy, please send an e-mail to the Brand Management, CD/CI and Sponsoring department (GNM 11) at marke@deutschebahn.com.

If your questions are of a technical nature regarding domains and aliases or domain administration in general, please contact DB System's Online Media service team at domainmaster@deutschebahn.com.

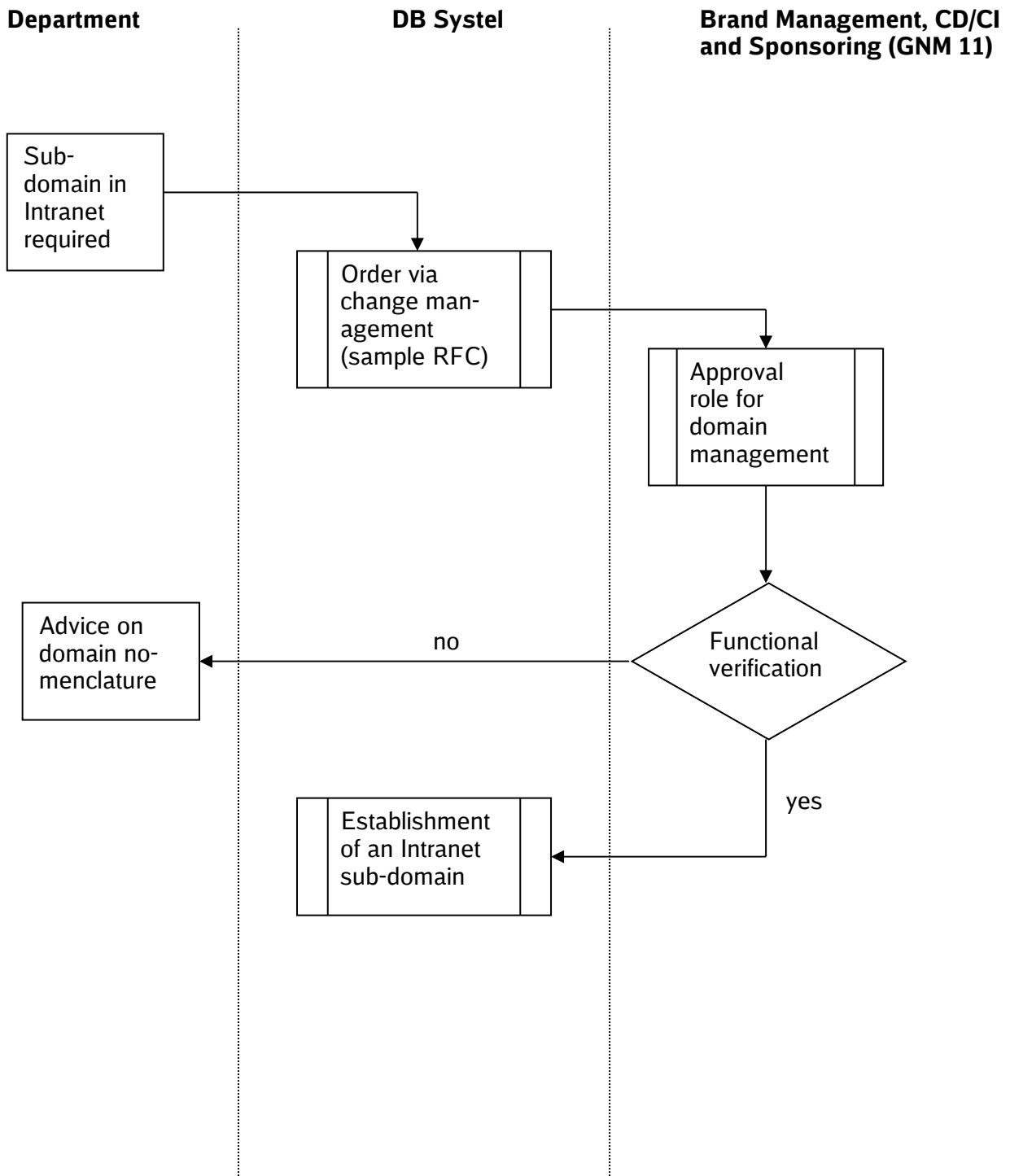
2 Process cycle

In order to ensure uniform Group-wide domain administration, the procedure below is to be followed in future.

2.1 Domain registration for the Internet



2.2 Sub-domains for the Intranet



3 Typology

3.1 Domains

There are three different types of domains:

- top-level domains: generally top-level domains are, for example .de, .com or .net. These domains characterize a regional or functional area.
- second-level domains: these domains consist of a name and are separated from a following top-level domain by a dot (e.g. "deutschebahn.com"). They are often referred to simply as domains.
- third-level domains: these sub-forms of second-level domains primarily serve to create further distinctions within domain (e.g. www.deutschebahn.com). Third level domains are also referred to as "sub-domains."

An example of a second-level domain (main domain) is deutschebahn.com. Main domains are used for Internet websites.

3.2 Sub-domains (third-level domains)

A sub-domain is a domain which is situated below a second-level domain in the hierarchy. Generally, these are third or fourth-level domains.

A sub-domain is sensible when domains are to be classified by organization, e.g. in case of differing target pages or servers.

An example is intranet.deutschebahn.com.

Sub-domains are used at the DB Group to distinguish between websites and applications which comply with the Intranet, Internet and Extranet.

3.3 Aliases

An alias is an entry under a sub-domain which refers to a concrete host name or a non-descriptive URL.

An example:

Alias: mobiserv.intranet.deutschebahn.com
Host name: mobiserv-100v.linux.rz.db.de

An alias is a descriptive pseudonym and refers to a DNS entry (Domain Name Server entry). The DNS entry in turn accesses the IP address.

Creation of an intranet alias in a DNS zone that is administered on the internet (forwarding from the intranet to the internet) is not permitted.

The following structure and nomenclature for sub-domains is binding for aliases.

3.4 Direct access

Abbreviated terms for accessing a page within a website, which is forwarded by the redirect server. The redirect server forwards or re-directs all function calls (rules) to other systems and sub-directories.

An example of quick user navigation is www.deutschebahn.com/sustainability.

Without direct access the link to the same page would be:
<http://www.deutschebahn.com/en/sustainability>

In future direct access will be used to channel specific language versions as well as to let users quickly navigate to specific content.

3.5 Abbreviated aliases

An abbreviation for an alias entry, which is added to the client and can be translated into the complete file path by the DNS server.

Abbreviated aliases can only be used within the BKU network (only in conjunction with the standard BKU browser). They are not available in the Schenker network and may only be used in the DB Group Intranet.

3.6 Combining sub-domains and direct access

Combinations of a sub-domain and direct access are only needed if an internet site is accessed via a sub-domain but is to be communicated via direct access.

4 Fundamental principles of domain assignment

The DB Group's domain names follow the currently applicable brand architecture and reflect this brand architecture in online media.

4.1 Websites

A website normally consists of several pages and other resources (files). Furthermore, a website usually summarized and linked by uniform navigation.

Please also observe the applicable website principles for ensuring a uniform presence, which you will find on the DB marketing portal (www.deutschebahn.com/website-prinzipien).

4.1.1 Internet

Applications for a website's own domain may generally be submitted using the online form that can be found at <http://db.de/domainregistrierung>.

Following functional approval and registration by the Brand Management, CD/CI and Sponsoring department (GNM 11), a website can be accessed via the relevant domain.

It is possible that your "own" domain must not be communicated, but just registered, so that no third party registers this domain.

Main domains permitted at the DB Group

DB				DB NETZE	DB SCHENKER
Corporate deutschebahn.com	DB Cargo dbcargo.com	DB Services Facility Management dbservices.de	DB Connect deutschebahn connect.com	DB Netze Track dbnetz.de	DB Schenker dbschenker.com
Passenger Transport bahn.de	DB Netze Stations bahnhof.de	DB Systel dbsystel.de	DB Security dbsicherheit.de	DB Netze Energy dbenergie.de	
DB Sales db-vertrieb.com	DB Engineering & Consulting db-engineering- consulting.de	DB Heavy Maintenance dbfzi.com	DB Project Stuttgart-Ulm bahnprojekt-stuttgart- -ulm.de		
DB Regional dbregio.de	DB Systemtechnik dbsystemtechnik.de	DB Communications Technology dbkommunikations- technik.de	DB Rail Construction bahnbaugruppe.de		

This portfolio of primary domains is **required for all appearances under the brands DB, DB Netze or DB Schenker!**

4.1.2 Intranet

Applications for websites can only be made for only sub-domains, not main domains, because the brand architecture is not represented by individual domains on the Intranet.

- *.intranet.deutschebahn.com
- *.intranet-test.deutschebahn.com
- *.extranet.deutschebahn.com – for Intranet sites on the Internet (only with authentication)

4.2 Applications

An application (web-based application) is an executable program which runs on a web server. Interaction with the user is solely via a web browser.

Please also observe the information regarding the design of electronic media. This information can be found on the DB Marketing Portal (www.deutschebahn.com/website-prinzipien).

4.2.1 Internet

For Internet-based applications, applications can only be made for only sub-domains.

The requested sub-domain is set up under one of the following domains pending approval:

- *.deutschebahn.com for productive processes on the Internet
- *.dbschenker.com for productive logistics processes on the Internet
- *.dbcargo.com for productive rail freight transport processes on the Internet
- *.dbnetze.com for productive infrastructure processes on the Internet
- *-test.deutschebahn.com for non-productive processes on the Internet
- *.extranet.deutschebahn.com – for customer applications with authentication
- *.db.app only for cloud services with external hosting.

4.2.2 Intranet

For Intranet-based applications, applications can only be made for only sub-domains.

- *.intranet.deutschebahn.com
- *.intranet-test.deutschebahn.com

4.3 Blogs

Blogs can be used on both the internet and the intranet.

4.3.1 Internet

- blog.company.country - Internet blogs can run as sub-domains under the main domain of the respective company, e.g. blog.dbsystem.de
- *.blog.extranet.deutschebahn.com – the sub-domain for general blogs of the DB Group

4.3.2 Intranet

- *.blog.intranet.deutschebahn.com

Personalized blogs for individuals or OUs are also possible on the intranet by way of direct access. Examples:

- dbsystem.blog.intranet.deutschebahn.com/svl43
- vorstand.blog.intranet.deutschebahn.com/drrichardlutz
- www.blog.intranet.deutschebahn.com/firstnamelastname

4.4 Forums

Forums can be used in both the internet and the intranet.

4.4.1 Internet

- forum.company.country - Internet forums can run as sub-domains of the main domain of the respective company, e.g. forum.dbsystel.de
- *.forum.extranet.deutschebahn.com - the sub-domain for general forums of the DB Group

4.4.2 Intranet

- *.forum.intranet.deutschebahn.com

4.5 Technical sub-domains

Some processes require an http or https connection in order to transmit data, for example in XML format. There are separate domains for this type of data exchange between processes/applications. These domains or URLs cannot be allowed to have any external effects. When these domains are accessed in a browser, none of the contents should be visible.

4.5.1 Internet

- *.tech.deutschebahn.com

4.5.2 Intranet

- *.tech.rz.db.de
- *.tech.db.de

Technical sub-domains can be created for processes without any external effect (this refers to technical interfaces such as server clusters, for example), which are not subject to the regulations specified. Verification and allocation of the sub-domains are the responsibility of the DDIN service team.

4.6 Dual DNS/split horizon DNS

Dual DNS and split horizon DNS refer to distinct, non-synchronised internet and intranet DNS systems that are administrated separately from one another.

4.6.1 Dual DNS for technical services

- *.service.deutschebahn.com
- *.service.deutschebahn-abn.com
- *.service.deutschebahn.com

This domain can be used to implement technical services that must be accessible from both the intranet and internet via the same DNS entry and that for technical reasons cannot be implemented in any other way. Verification and allocation of the sub-domains are the responsibility of the DDIN service team.

4.6.2 Own dual/split domain for apps

- *.app.db.de

This means the following subdomains can be used for the individual systems:

- *.sharepoint.app.db.de
- *.android.app.db.de
- *.ios.app.db.de

The authorization is granted on the assumption that only the main domains in accordance with the nomenclature are used for communication (e.g. on flyers, websites, e-mails, etc.).

This means that a future "DB App Store" would only be allowed to be accessible at e.g.

www.deutschebahn.com/apps or www.intranet.deutschebahn.com/apps, and only these addresses would be allowed to be communicated.

The same applies to all other technologies.

4.6.3 Dual DNS for Group applications (employee applications)

- *.app.db.de

In future, this domain can be used to develop Group applications for employees so that Group applications that previously could only be used internally can be used on mobile devices.

To ensure a consistent online appearance of the Group, a CD-compliant login screen is required for accessing the internet. Information on applications of this subdomain is to be communicated in DB internal publications only.

Websites and applications that are intended primarily for external customers do not use this subdomain but rather brand-specific domain names.

5 Registration request

5.1 Form to request domain registration

Requests concerning new domain names may be submitted using the online form that can be found at <http://db.de/domainregistrierung>.

5.2 Note on country-specific top level domains

Every country has the right to set out its own regulations concerning the assignment of its domains. In the majority of cases these regulations are established independently by the assigning authorities based on technical and legal requirements and vary considerably, thus incurring in some cases lengthy registration processes for some top-level domains.